



DEPARTMENT OF THE NAVY  
NAVAL AIR SYSTEMS COMMAND  
NAVAL AIR SYSTEMS COMMAND HEADQUARTERS  
WASHINGTON, DC 20361-0001

IN REPLY REFER TO

NAVAIRINST 5340.1F  
AIR-7104  
11 Mar 93

NAVAIR INSTRUCTION 5340.1F

From: Commander, Naval Air Systems Command

Subj: FUND-RAISING FOR THE COMBINED FEDERAL CAMPAIGN AND THE  
NAVY-MARINE CORPS RELIEF SOCIETY

Ref: (a) SECNAVINST 5340.2C  
(b) SECNAVINST 5370.2J

1. Purpose. To publish policy, responsibilities, and procedures for the Combined Federal Campaign (CFC) and the Navy-Marine Corps Relief Society (NMCRS) fund raising campaigns.

2. Cancellation. This instruction supersedes NAVAIR Instruction 5340.1E of 28 April 1986. Since this is a major revision, changes have not been indicated.

3. Scope. This instruction applies to the Naval Air Systems Command Headquarters (NAVAIRHQ) and those activities receiving NAVAIRHQ support under a memorandum of agreement such as Program Executive Officers (PEO's), Direct Reporting Program Managers (DRPM's), and Naval Air Warfare Center (NAVAIRWARCEN). It does not apply to Program Executive Officer Cruise Missile Project and Unmanned Aerial Vehicles Project.

4. Background

a. References (a) and (b) establish policy and standards for fund-raising within the Department of Navy (DON). CFC is an annual onetime solicitation for voluntary health and welfare agencies. NMCRS conducts an annual campaign which is a single contribution solicitation.

b. The Secretary of the Navy's (SECNAV's) call for contributions for the CFC is by issuance of a letter in September of each year. A SECNAV Notice 5340 is issued annually in January to announce the NMCRS campaign.

5. Policy

a. NAVAIRHQ, PEO's, DRPM's and NAVAIRWARCEN will:

(1) actively support the fund-raising campaigns designated in paragraph 3 above;



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(2) ensure each member is informed of these campaigns and is given the opportunity to donate, voluntarily, to recognized organizations that the member desires to support;

(3) comply with local, state, and federal regulations on fund-raising campaigns as well as give consideration to all relevant community relations implications;

(4) ensure that civilian personnel are not assigned to work in their official capacities in support of NMCRS campaigns;

(5) ensure that the terms of any annual SECNAV notice for the NMCRS granting an exception to the prohibition on gambling by authorizing raffles and similar games of chance rather than casino-type games are followed; and

(6) establish administrative controls, including audits as required, over fund-raising activities to ensure that proceeds are donated to the applicable organization.

6. Contributions. Contributors to CFC may designate which organization or specific agency is to receive their contribution. NMCRS and CFC contributors who wish to keep their gifts confidential may seal them in envelopes. Schedules of suggested "fair share" contributions may be distributed, but not below the Air Group/PEO/DRPM levels. Individual dollar goals will not be assigned.

7. Organization. The DON is organized into campaign divisions for fund-raising campaigns. It is the policy of the DON that each command or office, as a campaign division, designate a vice chairperson and a campaign manager for each fund-raising campaign. Each head keyworker should develop a permanent organization so that continuity of experience may be preserved. As directed by reference (a), the Departmental and NAVAIRHQ, PEO, DRPM and NAVAIRWARCEN organizations are as follows:

a. CFC

(1) Departmental

Chairperson

SECNAV.

Co-vice chairpersons

The Chief of Naval Operations (CNO) and the Commandant of the Marine Corps.

Administrator

A designated member of the staff of the Deputy Under Secretary of the Navy.

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(2) NAVAIRHQ, PEO, DRPM, and NAVAIRWARCEN

Chairperson

Commander, Naval Air  
Systems Command  
(COMNAVAIR).

Vice chairperson

NAVAIRHQ group heads.  
Assignment rotated each year  
in the order shown below:Calendar/Campaign YearGroup Responsible

1993

AIR-07

1994

AIR-01

1995

AIR-02

1996

AIR-08

1997

AIR-05

1998

AIR-04

1999

AIR-07

Campaign manager

Provided by vice  
chairperson.Head keyworker for each  
NAVAIRHQ group and staff  
office, PEO, DRPM and  
NAVAIRWARCEN.Designated by NAVAIRHQ group  
heads and staff office  
heads, PEO's, DRPM's, and  
NAVAIRWARCEN.Keyworkers for each  
office and divisionDesignated by division  
directors/office heads as  
required. (Keyworkers are  
assigned on the basis of one  
to every 30 employees.)b. NMCRS(1) DepartmentalCNO, as chairperson of the  
NMCRS is responsible for the  
conduct of the campaign and  
designation of its leaders.(2) NAVAIRHQ, PEO, DRPM, and NAVAIRWARCEN

Chairperson

COMNAVAIR.

Vice chairperson

NAVAIRHQ group heads.  
Assignment rotated each year  
in the order shown below:

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<u>Calendar/Campaign Year</u>	<u>Group Responsible</u>
1993	AIR-08
1994	AIR-04
1995	AIR-07
1996	AIR-02
1997	AIR-01
1998	AIR-05
1999	AIR-08

Campaign manager

Provided by vice  
chairperson.8. Responsibilities

a. Vice chairpersons are responsible for the overall planning and supervision of fund-raising campaigns and appointing a campaign manager.

b. Campaign managers are responsible for:

- (1) planning and conducting fund-raising campaigns;
- (2) directing the distribution of campaign material, collecting funds, and handling reporting requirements;
- (3) instructing head keyworkers and maintaining a roster of head keyworkers;
- (4) forwarding documentation generated as a result of the campaign, to the next year's campaign manager, in sufficient time to establish a plan for the next campaign; and
- (5) providing inputs on lessons learned for use in the next year's campaign.

c. Head keyworkers are responsible for:

- (1) planning and conducting campaigns within their offices;
- (2) requesting directors of divisions to designate keyworkers;
- (3) distributing campaign material and instructing keyworkers; and
- (4) forwarding contributions and appropriate reports to the campaign manager.


d. Keyworkers are responsible for conducting the actual solicitation of contributions from personnel in their offices and divisions. Each keyworker should be informed of the needs and services of participating organizations in order to assist each

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prospective contributor in making a contribution and selecting organizations to support.

9. Action. NAVAIRHQ group heads and staff office heads, PEO's, DRPM's and NAVAIRWARCEN will appoint a head keyworker for their respective offices. Names and codes of head keyworkers, with room and telephone numbers, will be submitted by memorandum to the NAVAIR campaign manager, copy to the Communications Management Section (AIR-71043).

10. Reports. Reporting requirements will follow the reporting guidance provided by departmental chairpersons when the annual campaigns begin. These reports are exempt from report control by SECNAV Instruction 5214.2B.

  
R. V. JOHNSON  
Deputy Commander

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